

Rep Order#	6832086	Ver#	1	Mod#	0	Status	Confirmed
E'C'd	Yes						

4452  
Last Received: 07/19/1991

**Printed:** 09/20/2012 11:11 AM  
07/12/2012 4:06 PM

1  
of  
5

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HELLER FOR SENATE  
Product HELLER FOR SENATE  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#

**Agency** ( ) STRATEGIC MEDIA SVC  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
**Agency CP/PZE**  
**Flight Dates** 10/31/2012 - 11/06/2012  
**Hiatus Weeks**

**Rep Firm**  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
**Salesperson Phone#** 215-568-6540  
**Salesperson FAX#** 215-568-1845

— CONTRACT COMMENT —

52

LIT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	W, F	5A-6A			:30	\$300.00	10/31-11/02	2	1	2	\$600.00	
				Buyline Comment: NEWS								
2	M-TU	5A-6A			:30	\$300.00	11/05-11/06	2	1	2	\$600.00	
				Buyline Comment: NEWS								
3	M-TU	6A-7A			:30	\$700.00	11/05-11/06	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
4	W-F	6A-7A			:30	\$700.00	10/31-11/02	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
5	W-F	7A-9A			:30	\$600.00	10/31-11/02	3	1	3	\$1,800.00	
				Buyline Comment: TODAY								
6	M-TU	7A-9A			:30	\$600.00	11/05-11/06	4	1	4	\$2,400.00	
				Buyline Comment: TODAY								
7	M-TU	9A-10A			:30	\$275.00	11/05-11/06	2	1	2	\$550.00	
				Buyline Comment: TODAY								
8	W, F	9A-10A			:30	\$275.00	10/31-11/02	2	1	2	\$550.00	
				Buyline Comment: TODAY								
9	W-F	10A-11A			:30	\$225.00	10/31-11/02	3	1	3	\$675.00	
				Buyline Comment: TODAY								
10	M	10A-11A			:30	\$225.00	11/05-11/05	1	1	1	\$225.00	

Rep Order# 6832086 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

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5

4452      Printed: 09/20/2012 11:11 AM  
Last Received: 07/12/2012 4:06 PM  
Showing Buylines: All Lines





Rep Order# 6832086 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

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Traffic Order# 104452 Last Received: Printed: 09/20/2012 11:11 AM  
07/12/2012 4:06 PM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) HELLER FOR SENATE  
Product HELLER FOR SENATE  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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44	SU		515P-830P	Buyline Comment: SNF	:30	\$8,000.00	11/04-11/04	1	1	1	\$8,000.00	
45	SU		1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$200.00	11/04-11/04	1	1	1	\$200.00	

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone#: 215-568-6540  
Salesperson FAX#: 215-568-1845

—REPORT TOTALS—  
Report Totals: 83 / \$57,650.00

—SALES MONTHLY TOTALS—

Nov 12: 83 / \$57,650.00

Sales Totals: 83 / \$57,650.00

Station Totals: 83 / \$57,650.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KVCM	KLAS	KSNV	KVLY
	\$198,793	0%	0%	0%	0%	25%	29%	24%
		KTNN	KTUD	KVCD	KVCM	1%	KVLY	
		18%	1%	1%				
		XXXX	0%					

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE